

II. CLAIM AMENDMENTS

1. (Previously Presented) A method for administering digital collectible cards in a cellular mobile communication network, comprising the steps of:

identifying a user of a cellular mobile phone in the communication network, the user entering the cellular mobile communication network using the cellular mobile phone and

associating a digital collectible card with the user based on an identification of the user in the cellular mobile communication network received from the cellular mobile phone.

2. (Previously Presented) The method of claim 1, further comprising the step of the user trading the digital collectible card with a second user, wherein the second user is associated with the digital collectible card after the trade.

3. (Original) The method of claim 2, wherein the step of trading the digital collectible card with the second user is performed under control of a server.

4. (Previously Presented) The method of claim 2, wherein the step of trading the digital collectible card with the second user includes storing the digital collectible card at a first cellular phone, and transferring the digital collectible card from the first cellular phone to a second cellular phone via a wireless communication.

5. (Original) The method of claim 1, further comprising storing the digital collectible card on a server, and making the

association of the digital collectible card with the user at the server.

6. (Original) The method of claim 1, wherein the association of the digital collectible card with the user indicates ownership of the digital collectible card by the user.

7. (Original) The method of claim 1, further comprising the step of notifying the user of a given digital collectible card associated with a second user wherein the given digital collectible card is available for purchase or trade.

8. (Previously Presented) The method of claim 1, comprising
keeping location information of cellular phones including the cellular phone of the user in the communication network, and

determining a vicinity of a second user based on the location information of the cellular phone of the user and of the cellular phone of the second user.

9. (Original) The method of claim 1, and comprising before the step of associating the user requesting to purchase the digital collectible card.

10. (Previously Presented) The method of claim 1, further comprising the step of entering an additional password at the cellular mobile phone as part of associating the digital collectible card with the user.

11. (Previously Presented) The method of claim 5, further comprising

transmitting a request from the cellular phone to a server to send the digital collectible card to the cellular phone,

identifying the user sending the request,

comparing the identity of the user having send the request with the user identification information associated with the digital collectible card, and

providing the user with the digital collectible card in response to having determined a match of the identity and the user identification information in the comparison.

12. (Previously Presented) The method of claim 11, wherein the step of providing the user with the digital collectible card comprises the steps of:

transmitting the digital collectible card from the server to the cellular phone via the communication network; and

displaying the transferred digital collectible card on the cellular phone.

13. (Original) The method of claim 11, wherein the step of providing the user with the digital collectible card comprises providing the digital collectible card for view on the cellular phone for a limited period of time only.

14. (Original) The method of claim 1, wherein the digital collectible card includes at least one of a streamed video, and advertisement, digital music, a video clip and an avatar feature.

15. (Original) The method of claim 1, wherein the digital collectible card includes at least one dynamic user-specific feature.

16. (Previously Presented) The method of claim 1, wherein the digital collectible card comprises data information and the method further comprises the step of updating data information of the digital collectible card in real time based on a real event corresponding to contents of the digital collectible card.

17. (Original) The method of claim 16, wherein the step of updating data information of the digital collectible card is done on request of the user.

18. (Original) The method of claim 1, further comprising the step of adding an indicator to the digital collectible card wherein the indicator includes a certain price for the digital collectible card.

19. (Original) The method of claim 1, wherein the communication network includes a cellular mobile communication network.

20. (Previously Presented) The method of claim 5, wherein the server storing a plurality of digital collectible cards and association information identifying owners of the digital collectible cards.

21. (Previously Presented) A digital collectible card system in a cellular mobile communication network, comprising:

at least one cellular mobile phone for displaying and controlling of at least one digital collectible card associated with a user of the cellular mobile phone; and

a server communicating with the cellular mobile phone via the cellular mobile communication network for storing the digital collectible card and for associating the user with the digital collectible card, wherein the associating is based on an identification of the user in the cellular mobile communication network received from the cellular mobile phone.

22. (Previously Presented) The digital collectible card system of claim 21, further comprising a digital physical card wirelessly communicating with the cellular phone for, independently of the cellular phone, presenting the digital collectible card transferred thereto.

23. (Original) The digital collectible card system of claim 21, wherein the communication network includes mobile network and Internet, and wherein the mobile network is selected from a group consisting of GSM, GPRS, and UMTS.

24. (Previously Presented) The digital collectible card system of claim 21, wherein the communication network includes a location register to locate the position of the cellular phone.

25. (Original) The digital collectible card system of claim 21, wherein the digital collectible card includes at least one of a streamed video, an advertisement, digital music, a video clip and an avatar feature.

26. (Original) The digital collectible card system of claim 21, wherein the digital collectible card includes at least one dynamic user-specific feature.

27.-28. (Cancelled)

29. (Previously Presented) A computer program product comprising a program of instruction executable by a computing system for administering digital collectible cards in a cellular mobile communication network, comprising:

computer program code for identifying a user of a cellular mobile phone, the user entering the cellular mobile communication network using the cellular mobile phone; and

computer program code for associating a digital collectible card with the user based on the identification of the user in the cellular mobile communication network received from the cellular mobile phone.

30.-32. (Cancelled)